

Breakout Long Melford. Myths and Legends

Social Media Myths and Legends

facebook



Social
Media
what
works
and what
doesn't

01 *Which
platform*

02 *Profiles*

03 *Content*

04 *Hashtags*

05 *Engagement*





Which platform?

And why!

The myth?

"I need to be on every platform"

The Legend.



Be amazing on the platform
which is best for you and
your business

*Unless you have a dedicated social media team you will
not have the time or the headspace for every single
platform.*

*And the platform will not be the same for every
business!*



Profiles

The Myth?

Setting up a profile is enough

Business page v profile

And groups!



Legend

What you do →

Intro

Community hub and business support centre. Coworking, printing and space for hire. IT Support

Where you are →

i Page · Business centre

📍 10 Little St Marys, Long Melford, Sudbury, Suffolk, United Kingdom

How to contact you →

☎ 01787 312064

✉ hello@breakoutonline.co.uk

🌐 breakoutonline.co.uk

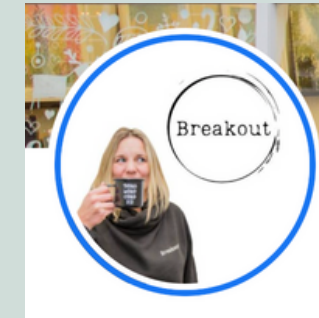
Opening Times →

🕒 Open now ▾

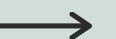
💰 Price range · ££

★ Rating · 5.0 (5 reviews)

Profile pic is
logo or you



Cover photo is relevant



Content

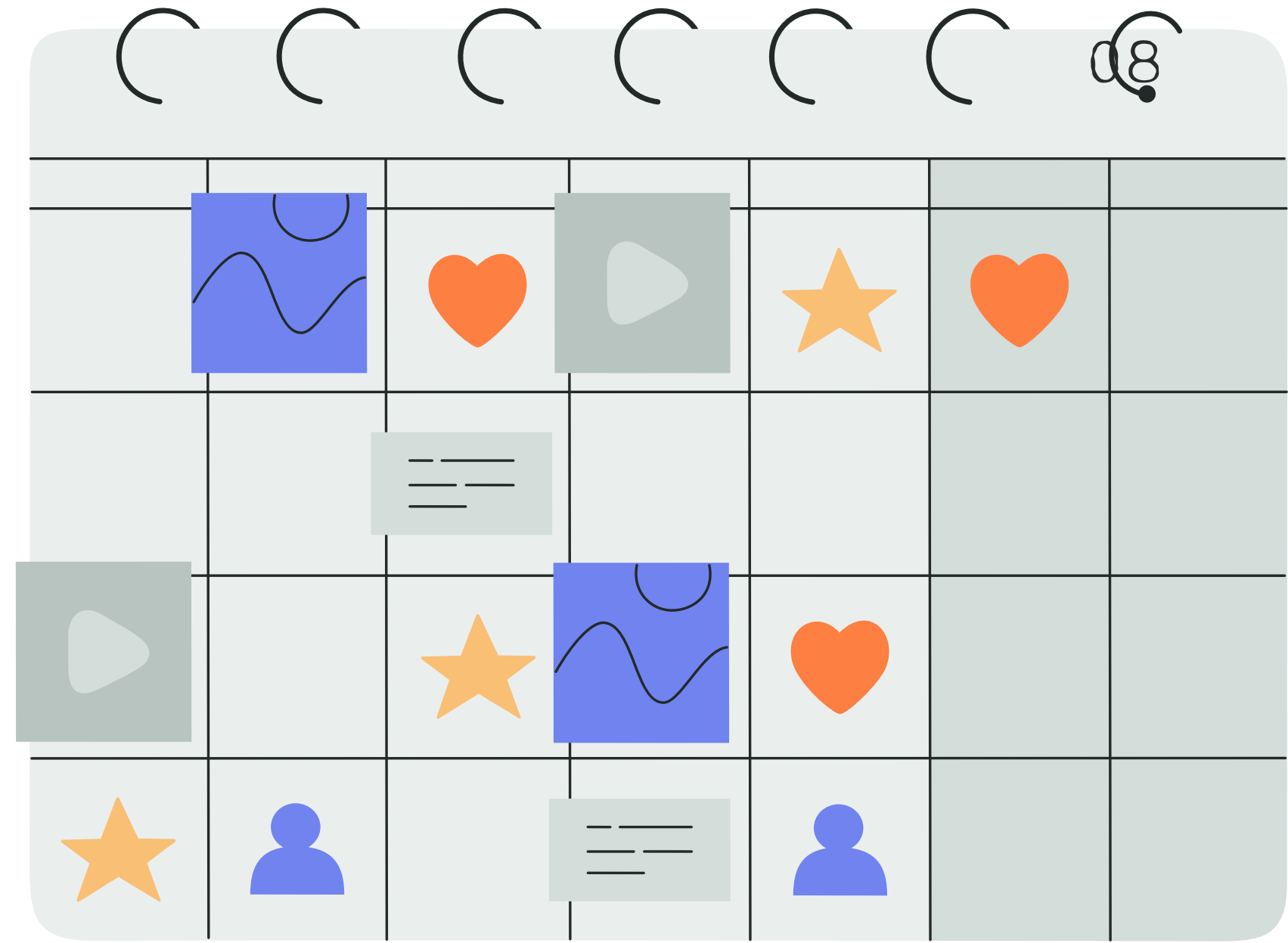


The myths?

Posting everyday

Key times to post

Posting to go viral





Legend.



Post

What you do.

About

Where you are.

Your

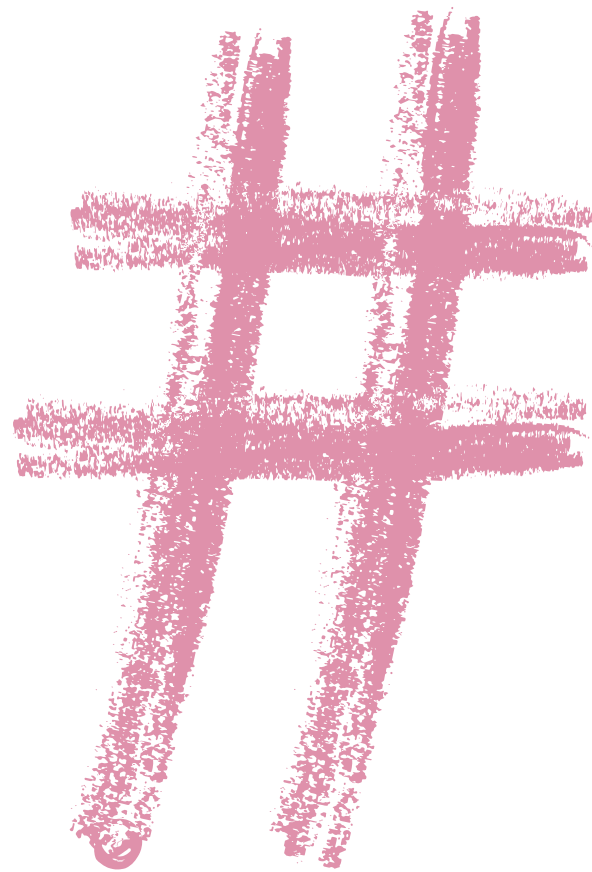
*When you are
available or open.*

Business

*Be you - you are
your USP!*



Hashtags



The Myths

They are banned

No one uses them

They are phasing out

There is an optimum number to use

Legend.

Banned hashtags

*Steer clear of anything which could be against the community standards.
But nothing is banned*

Popular tags

*Use popular, not so popular, locations...
Make sure you use a range of hashtags
and not the same ones - be relevant!*

Phasing out?

No, there are other ways such as topics to use but people still follow and search tags so use them!

Optimum number

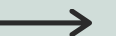
*Stick under 30 but stay relevant.
But don't use #dog on a clean car picture!*

We use flick

*It is not free but we can help with groups of hashtags when you get stuck.
It saves time looking for relevant tags*

Search around!

Look at what others are doing, look at what tags come up on your own profile, research for your business.





Engagement

The myths

Just scroll and like

Post without captions

It's not necessary

Before and after you post for

10 minutes





Engagement

Don't post and ghost

Social media is like real life networking, ask questions, comment on other peoples posts, like others, share their content.

Your DMs are your best lead

*Encourage messages, what do you think of this I have done.....
What else would you like to see?!*

Don't post all at once!

*It can be tempting to post once done and all at once.
Use the scheduler and then make some time each day to have a scroll but make it an engaging scroll, look for people you want to work with, look for posts you enjoy to read!*

**Remember to enjoy it!
If not, ask someone else!**

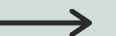
Thank you.

Not being
productive?

Stuck + need
another point
of view?

Need more
desk/head
space?

Want more
time for sales?



What else do we do?

Search Engine Optimisation

Have you checked your website lately?

Has your website been submitted to google and bing for indexing?

Have you setup google analytics?

Google my business profile, setup and properly linked?

Speak to one of the team to arrange your own personalised check of your social media and website, with a full report supplied.

Website Design and Hosting

Our in house team can help you setup your website and even host it with our trusted partners at IONOS, to get you the best deal for your business.

Gone are the days of paying for expensive hosting, large annual fees, we can help migrate your website to a better option. Help you design your website and give you the training and confidence to carry out your own updates with us in the background ready to step in if you need it.

Computer Support

A check of your computer and tech is one of the most important things in business, I mean without it where would you be...

It is a minefield, of do I need to buy this, replace that, but you just need that trusted opinion. Then we are on hand to help.

Andy the IT Nerd has over 25 years of experience working with computers and networks so you are in safe hands.

And this is just the tip of the iceberg

We also provide...

Bookkeeping

Life admin

Business plans

Printing and laminating services

Desk Hire

Meeting Room Space

and you can even rent our premises evening and weekends

Andy and Jarley